

SAN JUAN COUNTY TOURISM PROFILE

County Indicator	2006	2007	2008	% Change 2007-2008	State Ranking
DEMOGRAPHIC					
Population	14,647	14,807	15,206	2.7%	17
Total Non-Ag Employment	4,086	4,243	4,231	-0.3%	18
Non-Ag Avg Monthly Wage	\$2,126	\$2,312	2,409	4.2%	19
Per Capita Income	\$16,694	\$16,958	16,865	-0.5%	29
Unemployment Rate*	6.0%	5.3%	6.0%	13.2%	1
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)**	\$26.5	\$31.2	\$34.7	11.2%	18
Travel & Tourism Related Employment**	483	481	518	7.7%	18
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending**	\$745.5	\$2,980.3	\$3,317.7	11.3%	18
Transient Room Tax	\$267.5	\$413.9	\$520.2	25.7%	13
Restaurant Tax	--	--	--	--	--
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$133.0	\$193.3	\$184.2	-4.7%	18
REGIONAL VISITATION COUNTS					
Glen Canyon N.R.A.	1,876,668	1,891,765	1,897,021	0.3%	
Canyonlands N.P.	413,587	417,516	436,713	4.6%	
Rainbow Bridge N.M.	87,642	81,607	95,567	17.1%	
Dead Horse Point S.P.	169,206	172,176	184,560	7.2%	
Natural Bridges N.M.	91,288	88,310	91,833	4.0%	
Hovenweep N.M.	26,341	26,087	25,408	-2.6%	
Gooseheads S.P.	40,761	50,340	58,096	15.4%	
Edge of the Cedars S.P.	17,420	17,555	13,516	-23.0%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2007 - 2008 calculations

r = revised

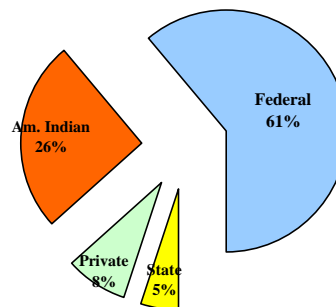
Land Ownership - 2008		
	No. of Acres	% Total
Total Acres in County	5,005,848	100.0%
Federal Government	3,054,069	61.0%
BLM	2,075,262	41.5%
US Forest Service	449,910	9.0%
National Park Service	528,897	10.6%
National Wildlife Service	--	--
Other •	--	--
State Government	261,791	5.2%
Utah State Parks & Recreation	1,109	0.0%
Utah State Wildlife Reserves	--	--
State Trust Lands	260,682	5.2%
Other ••	--	--
American Indian	1,279,606	25.6%
Private*	412,893	8.2%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2008



San Juan County Tourism Profile

